

## CONTRACT



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

And:

**American Media & Advocacy Group**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 582458 /		<u>Alt Order #</u> 07911481
<u>Product</u> FALL 2012		
<u>Contract Dates</u> 10/15/12 - 10/21/12		<u>Estimate #</u> 137/490/3341
<u>Advertiser</u> National Rifle Association		<u>Original Date / Revision</u> 10/11/12 / 10/11/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 137	<u>Product Code</u> 490
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	10/15/12	10/19/12	Late Night with David Letterman	1135pm-1237am		:30			NM	5	\$3,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$690.00			
2	3	10/15/12	10/19/12	Late Late Show w/Craig Ferguson	1237-139x		:30			NM	5	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$220.00			
3	3	10/20/12	10/20/12	Redskins Overnight	1135-1235xm		:30			NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$180.00			
4	3	10/21/12	10/21/12	NFL Today	Various		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$2,000.00			
5	3	10/20/12	10/20/12	Redskins Overnight	1135-1235xm		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				2	\$250.00			
6	3	10/20/12	10/20/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$2,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$2,050.00			
<b>Totals</b>											<b>15</b>	<b>\$9,280.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/21/12	15	\$9,280.00	\$7,888.00
<b>Totals</b>	<b>15</b>	<b>\$9,280.00</b>	<b>\$7,888.00</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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